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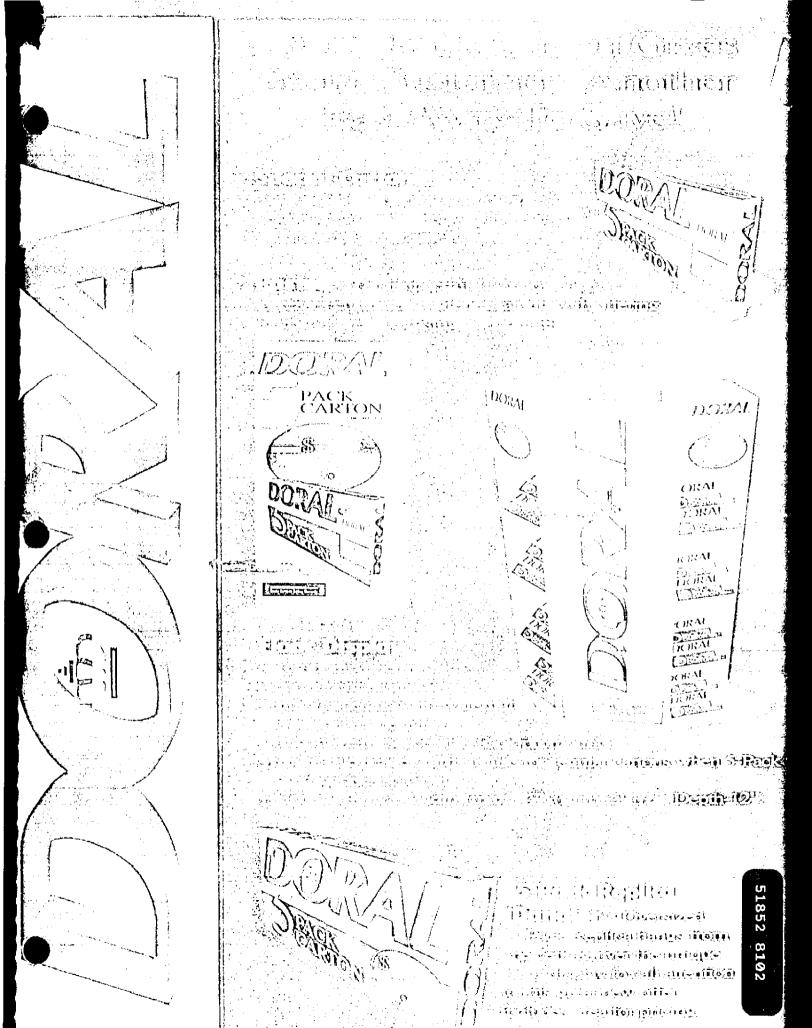
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(625.07	(6722)	76923	SCRANTON TOBACCOS	218 WOUMBST	SCRANTON	23	20	辺	<u>4</u> 0	<u> 2)</u>	<u> </u>	0	.10	图成	761406	KLEIN CANDY	
(G220X	62223	7PA 150	F & NET OBACCO #	40 POCONO BILVO	MTPOCONO	2A.	D	30	30	W.		6	16.	30	761406	KIENCADY	
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CONTRACTOR CARACTERS

### DORA

March - CTS Outlet Pack Promotion A

Constitution of the Consti

Pre-packed 5-pack sleeve (1/2 carton) with name generation insert.

Transfer of the state of

- Promotion targeted for Retail Planners #
  Designed to offer an alternative to carton purchasers that become interested intrading down to purchasers due to potentially higher retail prices in 1998.
  Incents consumer to purchase 5 packs versus 2-3 packs.

  - Generate names for DORAL & Co
  - No special offer included with 5 pack sleeves. The normal calling strategy pricing activity should also be applied to each 5 pack sleeve (examples below)
- 5 pack sleeves will arrive at direct accounts in palin while can one a sleeves parcearon.
  - Direct account should ship designate doubling of release to the relationship the state of the relationship to the relationship
  - Special filoor display/POS Kilvayallable

Promotion execution at the last speak sleeve

Roperdiglicicommunicationis onto a consideration de la consideración de la consideraci

# Option#19

- When selling promotion to retailer in the selling promotion to retail the selection of the sleeve (Option #1) & Retailers that insist on using the Formative expired times does to survive at 5 peak. sleeve selling price should not be sold this promotion
- 5-pack sleeve priced equality 20 (the realler earon price in interany calling strate) yet securiting the continuence and
  - Carton Price (non-promoted) %
  - Ceiling Strategy Buydown 💯 \$2,00 ctn/20 coer pack

\$14.90 Carton price + 2 = \$7.45 - discount (\$1.00) = \$6.45 5 5 pack see

### Option #2

- 5 Pack sleeve priced at a lower price than 5 packs vouldeno mally sellifor Example 36 Pack price (non-promoted). St (62)
- - Medical Calling Strategy Buvdcwn S2.000 ອາ ຈາກ (203,000 ອາ ເຄດ ໃນ 1990 Retailer reduces 5 pack sleeverpings 100 ອາຊາກອດເຂ ໃນ 200 ຂ້ອງ S1.59 x 5 packs = \$77.95 discount (31000) ⇒ S3ເຊຣ ສຸຍ
    - - 5 packisleeve price
- Regardless of the pricing strategy used by retailer to determine peack sleeve price; price communication of the 5 pack sleeve is critical to the succession librarities. Yourshould ansure the may recken dear on pricers are used to communicate the net price of the programme and programme and programme pricers are used to communicate the net price of the programme and programme and programme pricers are used to communicate the net price of the programme and the programme and the price of the price of the programme and the price of the p over the normal price for 5 packs

# REPAILERS LOCATED IN DIVISIONS 1622 / 1623 / 1638 HAVE BEEN INCLUDED IN THIS PRO LIDITION UF ENOUGH REVAILERS ON DIREACCIALIST

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102301	102828	17780	RICHARDS GROCERY	7) JOHNSON AVE		PLATTSBURGH	***	<b>3</b> 0	30	<u></u>		1	.6	15.	15	356 50	AVINGANDY COTTON	
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(162302)			NEOROGIES :	RIGO E		PAWLET	YĀF	<u> </u>	130	30	<u> 10</u>	Œ	05			- E-44	SAM FRANKING	
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# REPAILERS LOCATED INDIVISIONS (ISSUED SANCES EN LICE LOCATION OF THE PROPERTY OF THE PROPERTY

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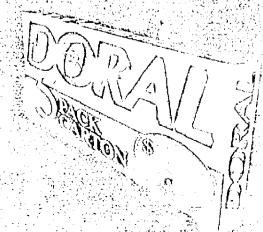
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162304				114 PARK AVE	9-1120-7	MECHANICVILLE	77	30	30	30	30	_B]	16-		سحسم		STANDARD ROSENBAUM	
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16/2016	78.25	American in the same		DIVINALE.		mantel		(उद्दे	<u>:00:</u> 1	<u> </u>	္သာ		30	<b>20</b> 3	\$30F		STANDARD ROSENBAUM	لندك
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March - CTS Outlet Pack Promotion

Pre-packed 5-pack sleeve (1/2 carton) with name generation insert

Promotion targeted for Retail Partners

Promotion targeted for Retail Partners

Designed to offer an alternative to carton purchasers that become interested in trading down to pack purchasers due to potentially higher retail prices in 1998.

Incents consumer to purchase 5 packs versus 2:3 packs

Generate names for DORAL & Co

No special offer included with 5 pack sleeves. The normal ceiling strategy pricing activity should also be applied to each 5 pack sleeve (examples below)

5 pack sleeves will arrive at direct accounts in plain white carrons. 2 sleeves per carton Direct account should ship designated quantity of sleeves slocking seed on Special floor display/POS kit available.

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- P Wrienselling promotion for etailer, number is objective is to produce the desired line price to pine of pack in sleeve; (Option #1). Retailers that insist on using the pormation of objects of packs to participate of packs of this show in the solution of the solution o
- Sleeve selling price should not be sold this promotion.

  O S-pack sleeve priced equal to 2/2 of the tretailer equation price injures any celling strategy discounding step the time.

  Carton Price (non-promoted): \$1490.
  Celling Strategy Buydown. \$2.00 ctn/20c per pack.

\$14.90 Carton price + 2 = \$7.45 - discount (\$1.00) = \$6.45 \ 7.5 pack sleeve price +:

ption #2

5. Pack sleeve priced at a lower price transplant spaces would normally sellifot
Example: Pack price (non-promoted) \$1.59

2. Celling Strategy Buydown \$2.00 parein 200 paripack
Retailer reduces 5 pack sleeve price 100 peripack
Retailer reduces 5 pack sleeve price 100 peripack
\$1.59 xi5 packs = \$7.95 alsount 85.00 \text{ sseeve price}

7. Regardless of the pricing strategy used by retailer to determine 5 pack sleeve price crice communication prices are used to communicate the neit-price of this prices are used to communicate the neit-price of this pack sleeve and the amount saved by customers over the normal price for 5 packs.

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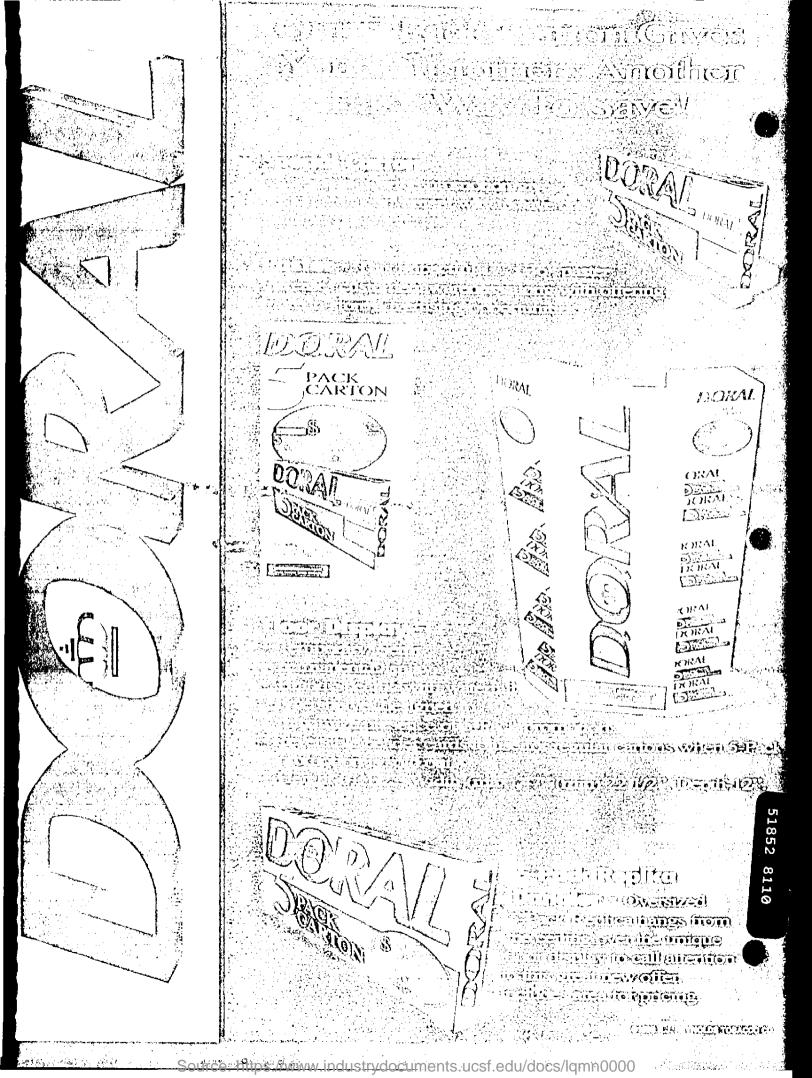
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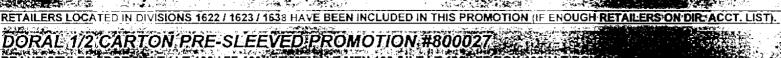
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March - CTS Outlet Pack Promotion

Pre-packed 5-pack sleeve (½ carton) with name centaration insert.

romotion targeted for Retail Partners

Designed to offer an alternative to carton purchasers that become interested in trading down to pact purchasers due to potentially higher retail prices in 1998.

Incents consumer to purchase 5 packs versus 2-3 packs 45.

Generate names for DORAL & Co

Rospecial offer included with 5 pack sleeves. The normal ceiling strategy papers applied to each 5 pack sleeve (examples below)

5 pack sleeves will arrive at direct accounts in plain white carrons 2 sleeves per carron Direct account should ship designated quantity of sleeves to targeted CTS outlets No special offer included with 5 pack sleeves. The normal ceiling strategy pricing activity should also be

Direct account snould ship designated deal.

Special ficor display/ROS Kit available

Promotion execution at retail 5 pack sleeve HOUGH execution acterans 5 pack sieeve

Proper pricing communication is critical to the success of this promotion

### Option #1

When selling promotion to retailer number 1 objective is to achieve the best selling price for the 5 pack sleeve (Option #1). Retailers that insist on using the knormal pack price times 5 packs to arrive at 5 pack. Selling price should not be sold this promotion.

is any ceiling strategy discount in place a

Carton Price (non-promoted) Ceiling Strategy Buydown

\$14.90 Carton price - 2 = \$7.45

Pagysleeverpriced at a fower price mante pagks (yould at emaily sell (or xamples (Pack price) (non-promoted), 84 (69)

Celling:Strategy;Buygown, \$2,00 per cin/200 per per c Retailer reduces 5 pack sleeve price 10c/per pack \$1.59 x 5 packs = \$7.95 discount (\$1.00) = \$6.95

Regardless of the pricing strategy used by retailer to determine 5 pack sleeve price, price communicate of the 5 pack sleeve is critical to the success of this oriest from should ensure the new back and carton pricers are used to communicate the net price of the 5 back sleeve and the amount saved by customer over the normal price for 5 packs 3

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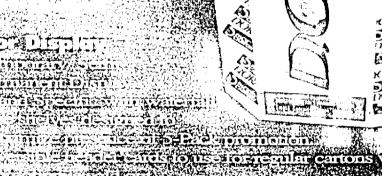
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and on Crives

DORAL

DORAL

PACK CARTON





5-Pack Replica

Dungler - Oversized
5-Pack Replica hangs from
the ceiling over the unique
floor display to call attention
to his great new offer.
Treluces area for pricing:

51852

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ETAIL	ERS LOC	CATED II	N DIVISIONS 1622 / 1623 /	1638 HAVE BEEN INCLU	DED IN THIS PROM	MOTION	I (IF EN	IOUGE	RETA	<u> AI</u> LER	SON	DIR. A	CCT, I	LIST).			1
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REP	R/REP	515#	FULL NAME	ADDRESS	CITY	STATE	LT	100	100	LT 100	MEN	MEN 100	BOX 100		VAP SIS#	VAP DIRECT ACCT	DIR ACC SUPPLIE
62302	162320	177009	JACOB & TONEYS IGA	157 MAINESE	WARRENSBURG			-30	<sup>≁</sup> 30	30		270		15	160600	<b>新年的基本的</b>	
	162320	the way	BOB'S VARIETY	47 SOUTH STREET	GLENS FALLS	NY S	30	5.5		110 111	A(-1/2)			3	Same Till Randing	DONAHUE TOBACCO CO	C085-040
T-100	162320	566184	MINOQUE'S BEVERAGE	A STATE OF THE PERSON NAMED OF THE PERSON NAME	20 10 10 10 10 10 10 10 10 10 10 10 10 10		1	30	30	30	1	5.15? @ 200g	15	15	160600	DONAHUE TOBACCO CO	<b>建筑</b>
CAC"	\$36. 184. par	\$7.50		AVIATION ROAD	QUEENSBURY	NY	30	30	30	30	<b>建熟</b> 酱	多15章 《新史····································	₹15 æ:***	515 . .∉* ::	-160600).	DONAHUE TOBACCO CO	10.00 (11 <b>98)</b>
جوين	162320	320476	D & G HARDWARE	RT.9 MAIN STUB	WARRENSBURG	N/I	30	30	30	30	图15页	\$15°	15	15	194040	FINKLE DIST INC	
52302	162320	;452987·	EZ DUZZIT	75 SARATOGA AVE	SOUTH GLENS FA	NY.	30	30	30	30	200	素15多	15	§15 ∶	194040	FINKLE DIST INC	(A) (1/2)
• • • •	\$162320	<b>6362</b> 27	APOLLO FUELS	RT149	PAWLET*	VT <b>X</b>	<b>≃30</b> ±	30-	-30-	- 30	4154	÷158	¥15°	<b>≨15</b> -	204600	SAMFRANKINGS SECTION	<b>A</b>
	162320		BEVERAGE KING TELE	RTE 4A	BOMOSEEN	VT.	₹305	30	30∵	30	715	115-	15	315°	204800	SAM FRANK NO	
	162320	778167	WELLS TRADING POST	ROUTE 30 BOX 56	WELLS TO THE	VIII	30	30	30	30	152	對5	15:	15	204600	SAM FRANKING	3000
2302	162320	494957	POULTNEY CASH MARKET	37 MAIN ST	POULTNEY THE	VT (	30	30	ે30ં	30	415	157	15	15	<b>31528</b> 8	DOWLINGS INC	J. 1241
2302	162321	566187	MINOQUE'S BEVERAGE	16 WEST AVE	SARATOGA SPRIN	NY	30%	30	30	30	15	<b>第15</b> ;	15	15	160600	DONAHUE TOBACCO CO	بيسينين
	162321	566189	MINOQUE'S BEVERAGE	ROUTE 9	WILTON	NYiA	303	30	30	30	15	第15章	15	15	,	DONAHUE TOBACCO CO	the same
2304	162321	713344	WASH N DRY LAUNDRY	92 MAIN ST	CORINTH	NY	30	30	30	30		15	15	15		DONAHUE TOBACCO CO	
2304	162321	S 124 5.	VITA MART	MILTON AVENUE	BALLSTON SPA	NY	30	30	30	30	15	15	15	15	744 AG	The state of the s	-
e- 34 .	162321	ego lo <b>s</b> as di	VITA MART	114 PARK AVE		3-	افعا وا		1 .	1 .	7 N	71.7	E.		611800°	STANDARD ROSENBAUM	14 (17 (17 (17 (17 (17 (17 (17 (17 (17 (17
17.7	, 25-7-1		the second of the second of	4.FIRE RD	A	NY SE	30	30	30	30	a 147	415	15	15	611800°	STANDARD ROSENBAUM	- (***) 14 (**)
37 A	162321	1 Tr. 5	SANTOSH K. RAIZADA	The state of the s	THE PROPERTY OF THE PROPERTY O	NY	÷30	30	30	30	.≘15.≩	115	15	15	611800	STANDARD ROSENBAUM	4
·	2 4 4 6/4	762959	THRUWAY BEVERAGE II	1184 STATE ROUTE 2945 4	GREENWICH	NY	-30	30	-30	30	₹15#	A151	315	<15	-511800	STANDARD ROSENBAUM	
	162322	819977	COUNTRY FEED STORES	ROUTESO	AMSTERDAM	NY	€60 <sub>€</sub>	_60 <sub>-</sub>	60	60	<b>30</b>	303	30	30		FINKLE DIST, INC.	1.0
	162322	765418	SMOKERS PARADISE	14 SARATOGARD	And the second section of the section of th	N. Salah	_	<b>30</b>	30	30	到5計	15	15	15	442680	MOUNTAIN CANDY	-
	162322	777125	SMOKERS, PARADISE III - 👍	67.1 NEW LOUDEN RD	LATHAM	NY S	30	30	30	30	75	15	15	15	442680	MOUNTAIN CANDY	
2305	162322		SMOKERS PARADISE (+4 ·	90 STATE ST	ALBANTA	¥ Y	30	30	:30%	30 .	#15#	第15页	15	₹15	442680	MOUNTAIN CANDY	*** 985
2301	162323	633761	MINOR'S DISCOUNT BEV	375 LAKE ST.	STALBANS -	(###)	\$30.	30	30		₹15				315288	DOWLINGS INC	<b>经第2</b>
2301	162323	177803	RICHARDS GROCERY	71 JOHNSON AVE	PLATISBURGH 3	NY	30	30	30	30	15		15	-15	345 . 144	LAVIN CANDY COMPANY	200
	THE PARTY IN	44.75	EXPRESS LANE	20 BROAD ST	<b>PLATTSBURGH</b>	NY	*30 §	- 30	30	30		15:		200		LAVIN CANDY COMPANY	200
20011																	Butters.

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Page 3

RETAIL REPS COPY

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RETAILERS LOCATED IN DIVISIONS 1622 / 1623 /	1638 HAVE:BEEN INCLUD	ED INTHIS PROM	OTION (IF	NOUGH RET	AILERS ON DIR	ACCT, LIST).		
DORAL 1/2 CARTON PRE-SLEE	VED:PROMOTIC	入14800027				<b>建设</b> 设置 (1)		
BRANDST/JESS DORALLT/LT 100/FF 100				LT.BOX 100		1		
PROMOTIONAL FLOOR DISPLAYS (ITEM #537	The second secon	DIRECTLY 10	ETALES	MARKED 'H	ЮШ <b>FOR</b> RJF	REP		200
SEE ATTACHED 1ST QTR WORKPLA		EUNES***		#/ CAI	RTONS PER ST	YLE		
RETAIL DISTRIBUTION		A		14: 영진(Marie - 1) - 1	O R.A.L.			
	And the second of the second o			LT FF		T FF LT EN BOX BOX	VAP DIRECT ACCT	DIR ACCT
S/REP R/REP SIS# FULL NAME	ADDRESS	CITY	STATE	100 100	MEN		VAP SIS# NAME	SUPPLIER
162303 162324 767356 FIVE CORNER ATLANTIC	378 MARIAVILLE RD	SCHENECTADY	NY 2 23	30 30	30 15	5. 1515.	194040. FINICLE DIST INC.	
102302 162325 114561 NEXT DOOR	RT-7	POWNAL	VT ∴ 16	0 60 60	60 30 23	30 30	204800 SAM FRANK INC	
162302 162325 -386834 N BENNINGTON VARIETY	BANK STREET EXT	N BENNINGTON	Vτ <b>3.</b>	30 30	30 15	5 15 15	204600 SAM FRANK INC	51 多級機構
162302 162325 623997 SARGENTS SHORT STOP	300 MAIN ST	BENNINGTON	VT 4 3	30 30	30= 15	5 15 15	204600 SAM FRANKING	31
4162302 162325 114544 SMOKERS DEN	HUNT STREET		VT 35 33		30 \$152 \$1	5 15 15	204800 SAM FRANK INC	-
162306 162325 767584 A MART MERCHANDISE	746 PAWLING AVE	TROY	NY # 15	es er er	30 15	dentes en experiencianos	194040 FINKLE DIST INC P	
62306 162325 777133 SMOKERS PARADISE V	604 PAWLING AVES	1	NY 3	D 230 30	30 415 M		442680 MOUNTAIN CANDY	4 7 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
162306 162325 784251 SMOKERS PARADISE VII	RT-73 HOOSICK-ST, SAFA	TROY TO SHEET	<del> </del>		* * * ****** ***	5 215 15	442680 MOUNTAIN CANDY	* C
162306 162325 583069 BEVERAGE MART	79 MAIN AVE			<del></del>	607 <b>1307</b> 53	erec. Service	611800 STANDARD ROSENBAL	ME WELLSAME TO
#162306   162325   637167   J&J RETAIL INC	DBAS100 DEALS ALL	Sept of the transfer of the	- 4		S SERVICE NO.	<b>5</b> 215 15	611800 STANDARD ROSENBAL	11 Avril 120 (1994)
31623 <b>06 1162326 -</b> 563785 THRUWAY, BEVERAGE	1621,COLUMBIA TPKE		22.00		30分章15分数	#real _4 .	611800 STANDARD ROSENBAL	AT THE BUILDING
1162307 162327 178829 THRUWAY PHARMACY_INC	TRUWAYSHP/CTR PLAZA	WALDEN	[NY 31	0   30   30	30   156   81	<b>5</b> 15 4 15	442680 MOUNTAIN CANDY	
2 2 2 2 2 2 2 2 3 3 3 3 3 3 3 3 3 3 3 3		REPORTER SEA	37			4.4.70	THE PARTY OF	
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March - CTS Outlet Pack Promotion

Pre-packed 5-pack sleeve (// carton) with name generation inse

nomotion targeted for Retail Partners or the business

Designed to offer an alternative to carton purchasers that become interested in trading down to pack ourchasers due to potentially higher retail prices in 1998

ncents consumer to purchase 5 packs versus 2-3 packs

Generate names for DORAL & Co.

No special offer included with 5 pack sleeves. The normal ceiling strategy pricing activity should also be applied to each 5 pack sleeve (examples below)

5 pack sleeves will arrive at direct accounts in plain white carrons, 2 sleeves per carron.

Direct account should ship designated quantity of sleeves to targeted CTS outlets.

Special floor display/POS kit available.

**医** 

Proper pricing communication is critical to the success of this promotion.

# Option #1

- When selling promotion to retailer, number 1 objective is to achieve the best selling price for the 5 pack sleeve (Option #1). Retailers that insist on using the pormal pack price times 5 packs to arrive at 5 pack
- tailer carton price; minus any ceiling strategy discount in place at ( o 5-pack sleeve priced equal to ½ of the the time.

Carton Price (non-promoted)

Ceiling Strategy Buydown

\$2.00 ctn./20¢ per pack

\$14.90 Carton price + 2 = \$7.45 - discount (\$1.00) = \$6.454 5 pack sie

Roksleeve priced at a lower price than 5 packs would normally sell for carriple a Pack price (non-promoted) (\$4.69)

Ceiling Strategy Buydown \$2.00 per cm./20c per pac

Retailer reduces 5 pack sleeve price 10c per pack

\$1.59 x 5 packs = \$7.95 - discount (\$1.00) = \$6.95

Regardless of the pricing strategy used by retailer to determine 5 pack sleeve price price communication of the 5 pack sleeve is critical to the success of this offer you should ensure the new pack and carton pricers are used to communicate the net price of the 5 pack sleeve and the amount saved by customers over the normal price for 5 packs.

RETAILERS LOCATED IN DIVISIONS 1622 / 1623 / 1638 HAVE BEEN INCLUDED IN THIS PROMOTION (IF ENOUGH RETAILERS ON DIR. ACCT. LIST)

BRAND STALES DORAL LT /LET 100 / FF 100 / ALTIMES / ALTIMES / LEV (00 / ULT LTC)00 / FF BOX 100 / LT BOX 100 / PROMOTIONAL FLOOR DISPLAYS (ITEM #537882) WILL BE STIPPED DIRECTLY TO RETAILERS MARKED 'HOLD FOR RUR REP

RETAILER SHOULD MAINTAIN DISPLAY FOR FUTURE PROMOTIONS

SEE ATTACHED 1ST QTR WORKPLAN FOR PRICING GUIDELINES\*\*\* RETAIL DISTRIBUTION DATE MARCH 9 1998

#/ CARTONS PER STYLE DORALL

S/REP	R/REP		FULL NAME	ADDRESS	CITY	STATE	LT	LT 100	FF 100	LT 100	LT MEN	LT MEN 100	FF BOX 100	LT BOX 100	VAP SIS#	VAP DIRECT ACCT	DIR ACCT SUPPLIER#
163805	163820	103073	RAYS STATELINE MKT		PELHAM	NH 🞉	20	20	20	20	10	10	\$10°	10		N H TOBACCO CORP	921007
153505	163820	611422	FIRST CHANCE	DBA PELHAM MOBIL	PELHAM 1	NH	20	20	20	20	10≢	*10*	10.	10	462720	N H TOBACCO CORP	当時等
			SIGNAL VARIETY	63 PLAISTOW RD.	PLAISTOW	ин	30	30	30	30	15	15	15	15	648240	TBI CORPORATION	(李朝)
	-163821		THE BIG S	48 MANNING HEAT	WINCHESTER	ΝΗ∛	30	30	30	30 <sup>1</sup>	-15	₹15 .	≛15 ·	15	91800	CAPITAL CANDY	39051
	163821	278707	ROUTE 63 COUNTRY	525 NORTHFIELD ROAD	HINSDALE	NH 3	30	30	30	30	÷ 15 €	₹15 <sup>±</sup>	15	15	91800	CAPITAL CANDY	39128
	163822	103186	STATE LINE VARIETY	RT 31 8 124	GREENVILLE	NH	20	<b>2</b> 0	20	20	<b>**10</b>	10	10	10	462720	NH TOBACCO CORP	904524
	163822	559739	HARDSCRABBLE VAR.	880 VALLEY RD	GREENVILLE	NH	30	30	30	30		15	15	15:	462720	N H TOBACCO CORP	919159
1638 <b>04</b>	163823	572626	AYOTTES STATELINE	100 RIVER RD	HUDSON	NH · ·	30	30	- 30	30 :	15	15	15	15	462720	N H TOBACCO CORP	909598
1638 <b>07</b>	163826	677682	CASE N KEG LACONIA	JEFF MORIN ENTERPRISES	LACONIA	NH	.30	.30	30	30	15	15	15	15	91800	CAPITAL CANDY	14290
163807	163826	743970	CASE N KEG	5 MILL ST	MEREDITH	NH	40	40	40	40	ີ 20	20	20	20		CAPITAL CANDY	
163807	163826	755792	CORNER MARKET	201/2 WALKER STREET	CONCORD	ИН	20	20	20	20	10	10	10	10	396640	MANCHESTER TOBACCO	429155
ر 1638 <b>01</b>	163827	679787	PAULS REDEMPTION CTR	RR #1/U.S. RTESS	DERBY 7	VT.	30	30	30	30	15	15	∮ <b>15</b> ີ	:15	281200	HIBBERT & MCGEE INC	ର <sup>ା</sup> ୍ଜ <b>ି 132</b>
163801	163828	334692	BEVERAGE BARON	19 GABLE PL	BARRE	νr	30	30	30	30	15	15	15	15	281200	HIBBERT & MCGEE INC	
162301	163829	717500	MCGREGOR'S PHARMACY	476 MAIN ST	WINOOSKI	VT 🤃	30	30	30	30	-15	15	15	15	281200	HIBBERT & MCGEE INC	1. = <b>. c</b> 1
163802	163829	280088	WEST ADDISON CENERAL	RT#17 & LAKE PO	MEST ADDISON	VT.	30	30	30	30	15	-15	15	45	281200	MODERT & MAGES INC	2710

2/9/98DC1N-27,XLS

# DORAL

March - CTS Outlet Pack Promotion

Pre-packed 5-pack sleeve (1/2 carton) with name generation insert.

- Promotion targeted for Retail Partners
- Designed to offer an alternative to carton purchasers that become interested in trading down to pack purchasers due to potentially higher retail prices in 1998.
- Incents consumer to purchase 5 packs versus 2-3 packs
- Generate names for DORAL & Co.
- No special offer included with 5 pack sleeves. The normal ceiling strategy pricing activity should also be applied to each 5 pack sleeve (examples below).
- 5 pack sleeves will arrive at direct accounts in plain white cartons, 2 sleeves per carton.
- Direct account should ship designated quantity of sleeves to targeted CTS outlets
- Special floor display/POS Kit available

# Promotion execution at retail 5 pack sleeve

Proper pricing communication is critical to the success of this promotion.

### Option #1

- When selling promotion to retailer, number 1 objective is to achieve the best selling price for the 5 pack sleeve (Option #1). Retailers that insist on using their normal pack price times 5 packs to arrive at 5 pack sleeve selling price should not be sold this promotion.
- 5-pack sleeve priced equal to ½ of the retailer carton price, minus any ceiling strategy discount in place at the time

Carton Price (non-promoted)

\$14.90

Ceiling Strategy Buydown

\$2.00 ctn./20¢ per pack

\$14.90 Carton price ÷ 2 = \$7.45 - discount (\$1.00) = \$6.45 5 pack sleeve price

- Ksleeve, priced at a lower, price than 5 packs would normally sell for ple ... Pack price (non-promoted) // \$1.69 : //
  Celling Strategy Buydown \$2.00 per ctn./20c per pack-use.

Retailer reduces 5 pack sleeve price 10c per pack

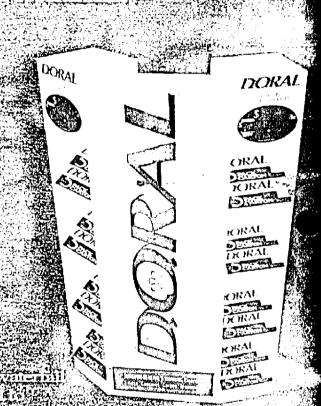
\$1.59 x 5 packs = \$7.95 - discount (\$1.00) = \$6.95 5 pack sleeve price

Regardless of the pricing strategy used by retailer to determine 5 pack sleeve price, price communication of the 5 pack sleeve is critical to the success of this offer. You should ensure the new pack and carton pricers are used to communicate the net price of the 5 pack sleeve and the amount saved by customers over the normal price for 5 packs.



# FIGURE CHIVES TELLO IN ACCOUNTY No. 170 State





DORAL DORAL &

